

STATUS OF CLAIMS

Claims 1-69 previoiusly cancelled.

Claims 70-139 previously withdrawn.

140. (Currently amended) A system for the display of targeted commercials on a television receiver comprising means for receiving commercials, means for selecting from said commercials and means for displaying selected commercials, wherein the means for displaying selected commercials utilizes the current selection in an electronic guide.

141. (Previously presented) The system of claim 140 further comprising means for accepting input commands from a viewer.

142. (Previously presented) The system of claim 140 wherein said means for receiving commercials operates while the television display is not in use.

143. (Previously presented) The system of claim 140 further comprising means for automatically replacing broadcast commercials with commercials stored locally in a memory means.

144. (Previously presented) The system of claim 140 further comprising means for enabling a user to indicate a response to the commercial while said commercial is being viewed.

145. (Previously presented) The system of claim 140 wherein the commercials are banner advertisements.

146. (Previously presented) The system of claim 140 wherein the commercials are selectively displayed by the user electing to view said commercials.

147. (Previously presented) The system of claim 140 wherein the receipt of said commercials prompts a message to be displayed.

148. (Previously presented) The system of claim 140 wherein the receipt of said commercials prompts an audible sound to be heard.

149. (Previously presented) The system of claim 140 wherein the means for selecting from said commercials utilizes customer specific data sent by a broadcaster.

150. (Previously presented) The system of claim 140 further comprising means for storing a plurality of commercials to ensure that a commercial is seen.

151. (Previously presented) The system of claim 140 wherein the means for displaying selected commercials utilizes preferences of a user.

152. (Previously presented) The system of claim 140 wherein the means for displaying selected commercials utilizes preferences of a user and current selections in an electronic program guide.

153. (Previously presented) The system of claim 140 wherein the means for displaying selected commercials utilizes preferences of a user and a television program currently being viewed.

154. (Previously presented) The system of claim 140 wherein the means for displaying selected commercials utilizes preferences of a user and a time of day and selections made in an electronic program guide.

155. (Previously presented) The system of claim 140 further comprising a monitor for

Serial No.: 09/762,740
Atty Docket No. ROY-012

monitoring responses of a viewer to commercials and means for generating a representative statistical code word.

156. (Previously presented) The system of claim 140 further comprising a monitor for monitoring viewing habits of a viewer and means for generating a representative statistical code word.

157. (Previously presented) The system of claim 140 wherein the means for selecting from said commercials utilizes data coded into a representative code word.

158. (Previously presented) The system of claim 157 wherein the representative code word is selectively displayed on a television screen.

159. (Previously presented) The system of claim 145 wherein the banner advertisements are digitally transmitted.

160. (Previously presented) The system of claim 145 wherein the banner advertisements are transmitted en-block and means are provided to retrieve and display the banner advertisement that falls into a user selected category.

161. (Previously presented) The system of claim 145 wherein said transmitted banner advertisements are stored in a memory and said retrieval and display means selects an advertisement for display from the stored advertisements.

162. (Previously presented) The system of claim 161 wherein the banner advertisements falling into a user selected category are stored in the memory.

163. (Previously presented) The system of claim 140 further comprising means for

Serial No.: 09/762,740
Atty Docket No. ROY-012

storing a plurality of commercials as digital representations, means for converting said digital representations into a television signal and means for displaying said commercials.

164. (Previously presented) The system of claim 140 further comprising means for selecting an extended version of a commercial.

165. (Previously presented) The system of claim 140 further comprising means for connecting to a further source of information.

Claims 166, 167 previously withdrawn.